Move More Walk Now

movemorewalknowNC.com

Welcome

September 20, 2017

Move More Walk Now North Carolina

Intrepid walk audit leaders

Mark Fenton
Tufts University

Cary NC

www.markfenton.com

Our topics

- Personal perspective.
- The health challenge.
- Trends for success:
  - Activity friendly designs
  - Stealth team
  - *Selling* the benefits
  - Policy: Everyday accommodation
  - Active engagement
  - Trying stuff! >

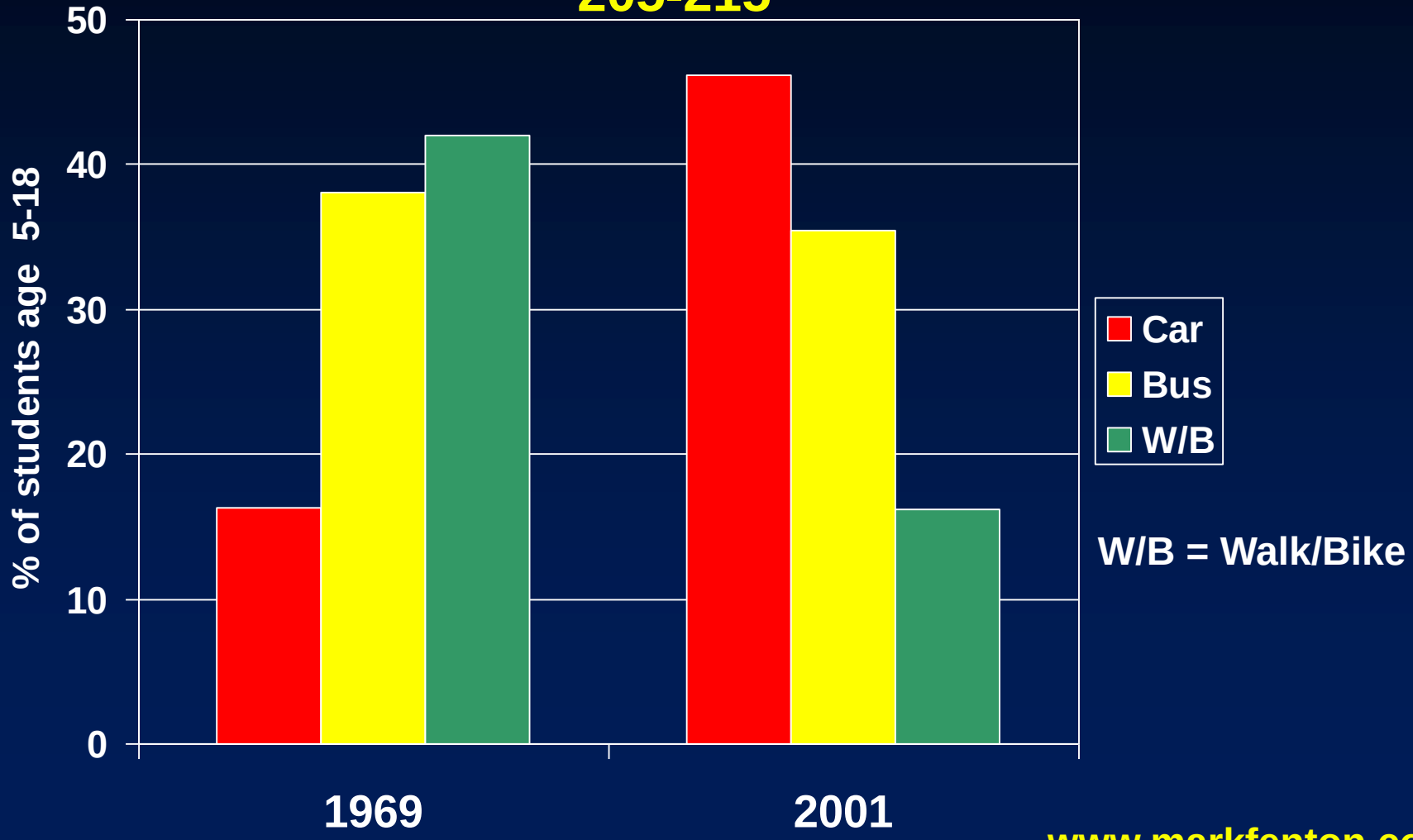
Weslaco TX

Youthful recollections

www.markfenton.com

Changes in Walking & Cycling to School, 1969 to 2001

Ham et.al., Jour. of Physical Activity & Health, 2008, 5, 205-215



Trends in Childhood Obesity & Overweight

www.rwjf.org/files/publications/annual/2008/year-in-review/

CDC, National Health Examination Surveys (NHANES) 1993–2006.

The real risk . . .

Lenore Skenazy
www.freerangekids.com

My admittedly unique perspective . . .

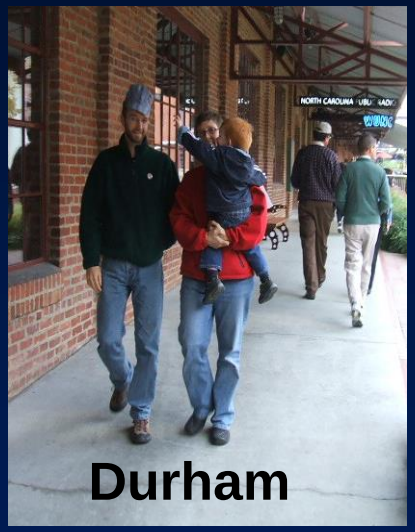
Kodak film

We should be physically active

Surgeon General's Report 1996 Physical Activity Guidelines 2008

www.health.gov/paguidelines

- **150 min/week**; more better.
- Any is better than none.
- Can be **broken up**.
- **300 min/week** for youth.
- Reduced risk for CVD, diabetes, osteoporosis, obesity, dementia, clinical depression, cancers . . .

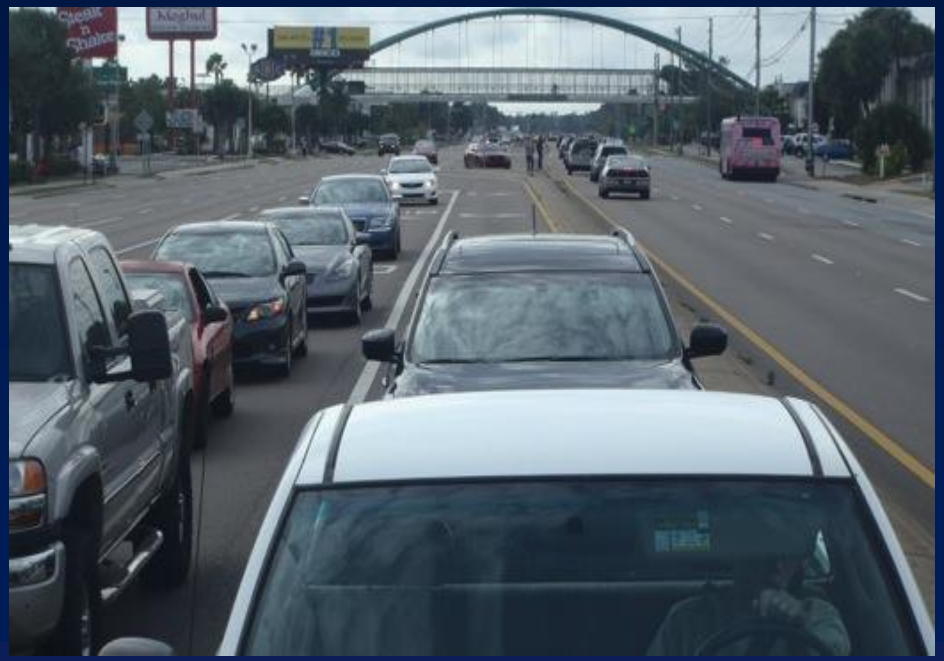


Durham

These count!

Asheville

But mostly we are not.



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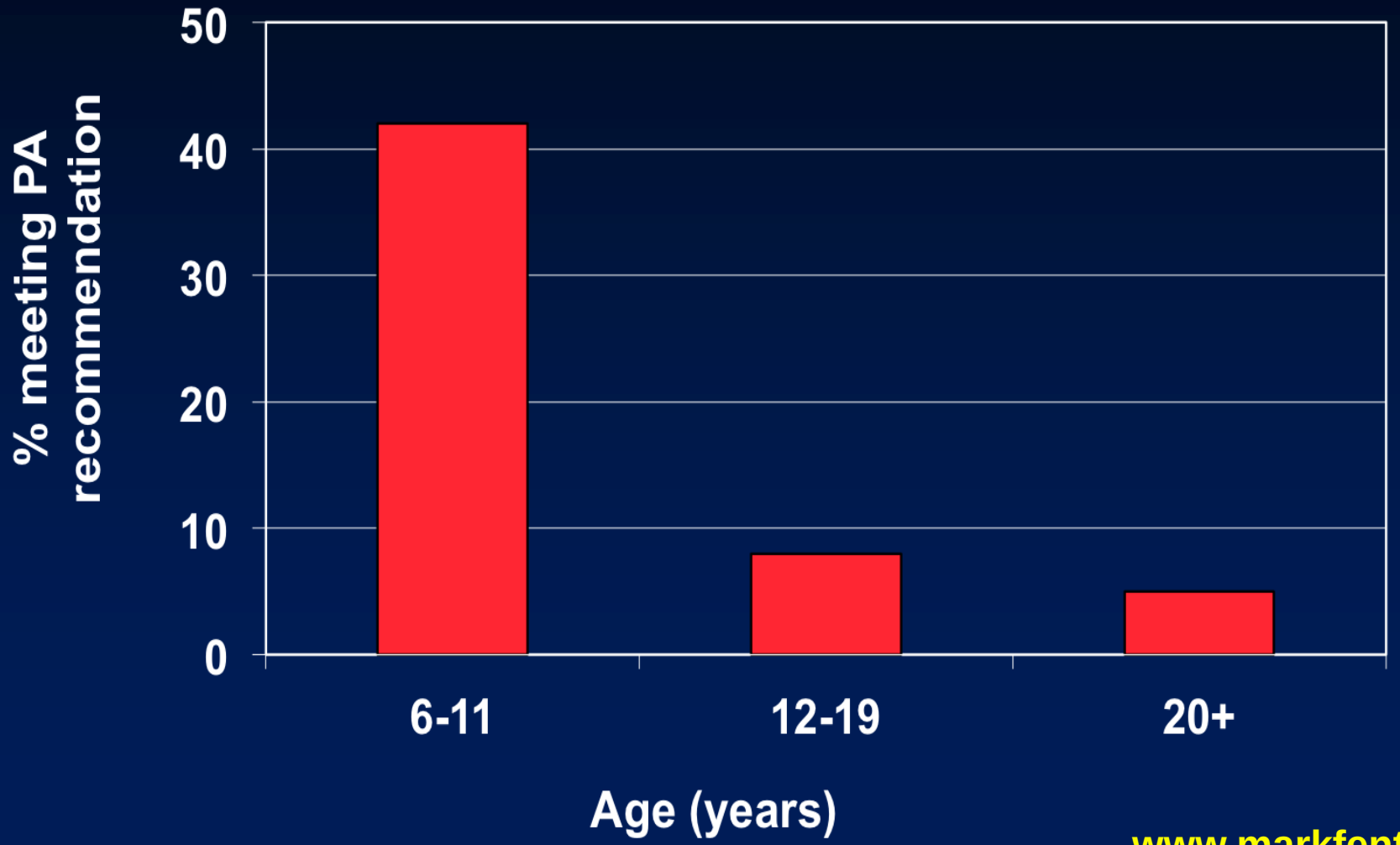
Physical Activity in the US Measured by Accelerometer

Troiano et.al., *Med Sci Sports & Ex*, 40(1), 2008.

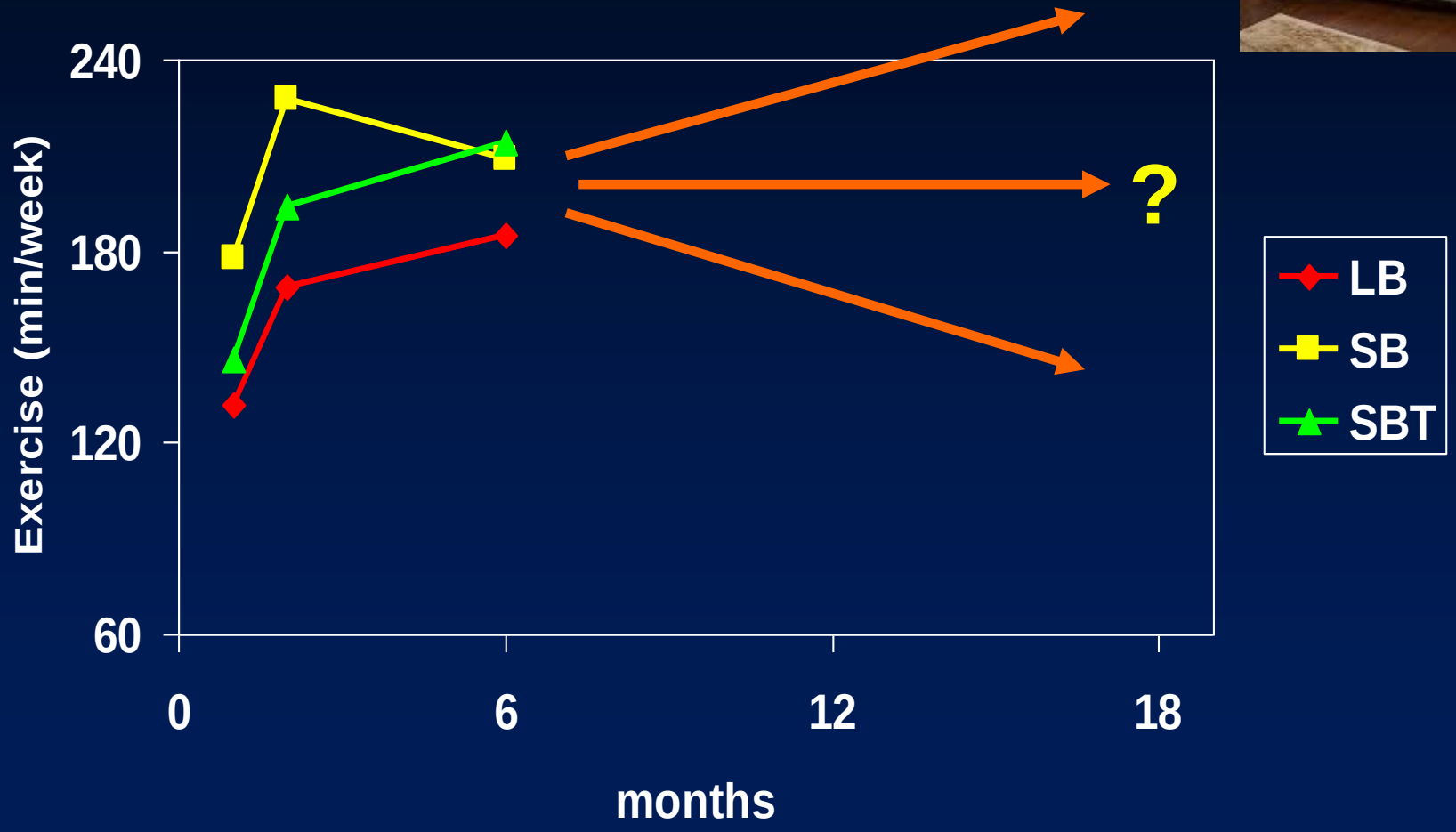


Simply encouraging & educating does not work.

Exercise Participation

Effect of Short Bouts, Home Treadmills

Jakicic et.al., *J. Amer. Med. Assoc.*, 282, 16



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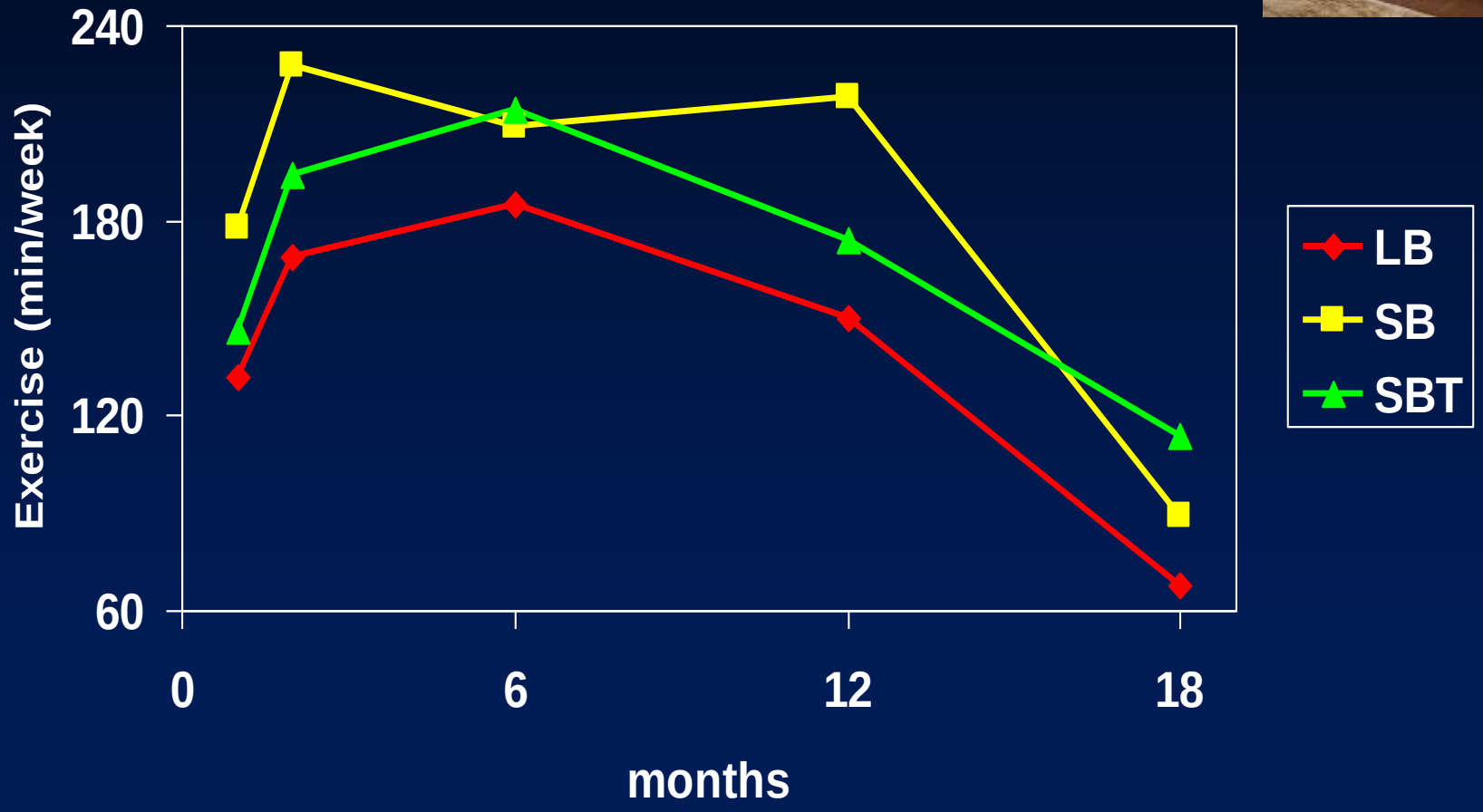


Weight Loss with Wearable Technology

Jakicic et.al., *J. Amer. Med. Assoc.*, 316(11), Sep 2016.

But Social Ecology does!

Sallis & Owen, *Physical Activity & Behavioral Medicine*.

Individual

Group

Institutional

Community

Public Policy

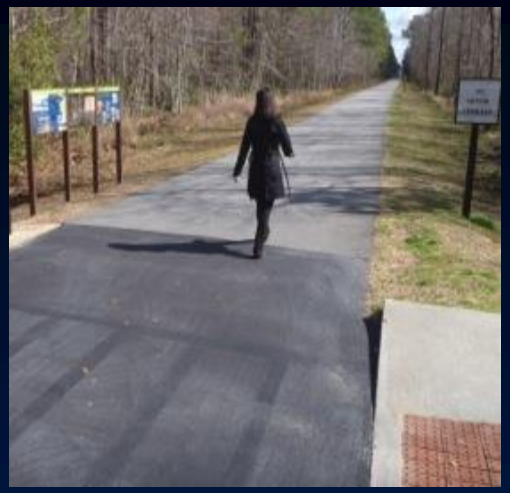
Healthy design yields a Triple Bottom Line!

Prosperity

Planet

People

1. Four elements (three scales) for active



www.activelivingresearch.org

www.markfenton.com

i. Land use.

Live, work, shop, play, learn, pray.

E.g. Morgonton

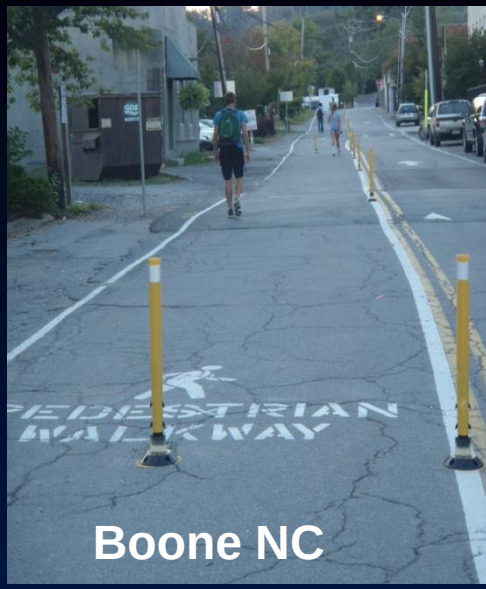
Compact neighborhoods,
. . . shared open space.

Housing above, retail below.

www.markfenton.com

ii. Network of facilities:

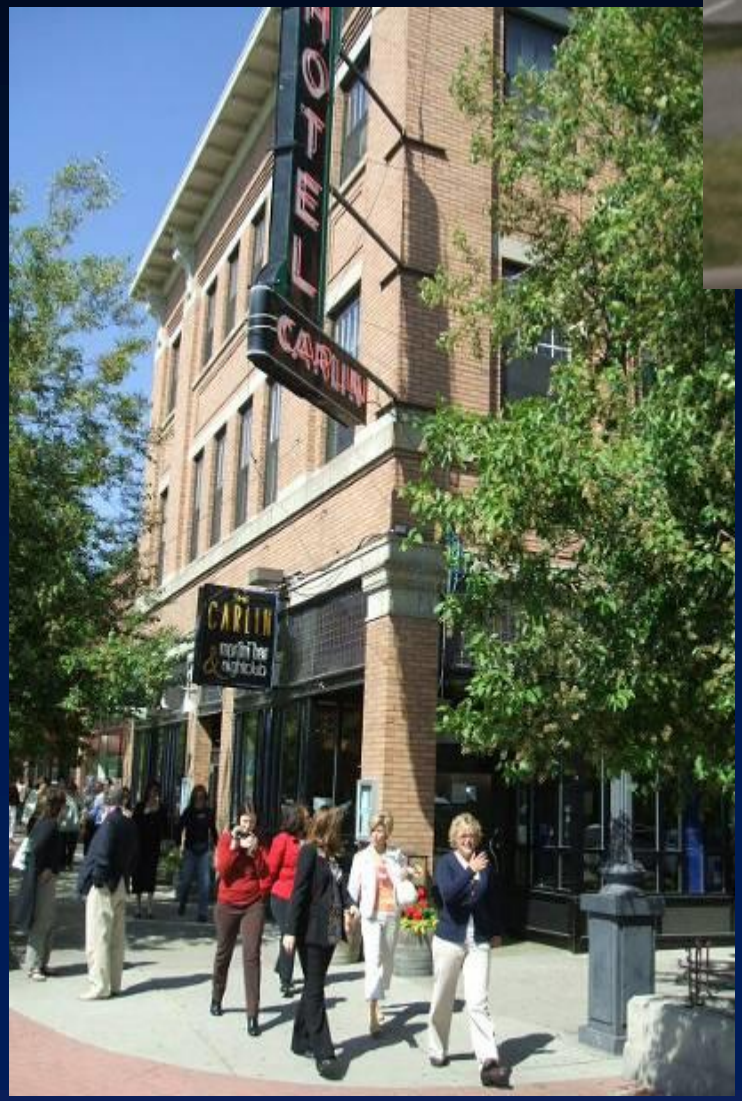
American Tobacco Trail



Boone NC

- Sidewalks, curb cuts, bike lanes, non-motorized pathways.
- Shorter blocks, few cul-de-sacs, more connections.
- Accessible, affordable, frequent *transit*.

iii. Site Design:



- Fully accessible design.
- Buildings at the sidewalk; parking on street or behind.
- Trees, benches, art, lighting, awnings, “human” scale.
- Bike parking!

iv. Safety & access.

- Engineering can markedly improve safety.
- Increasing pedestrian and bike trips *decreases* overall accident & fatality rates.

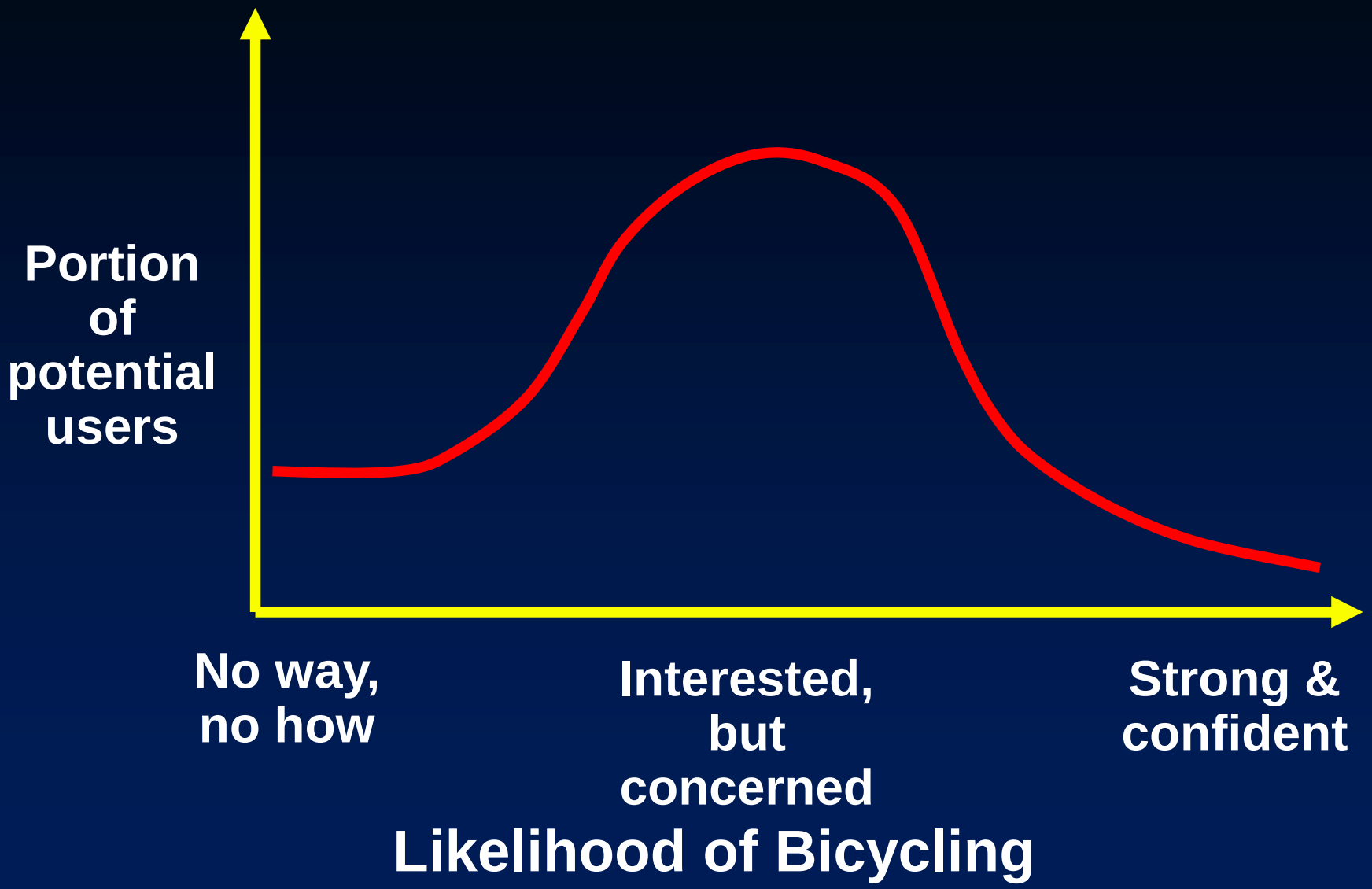
Median islands

Roundabouts

Curb extensions

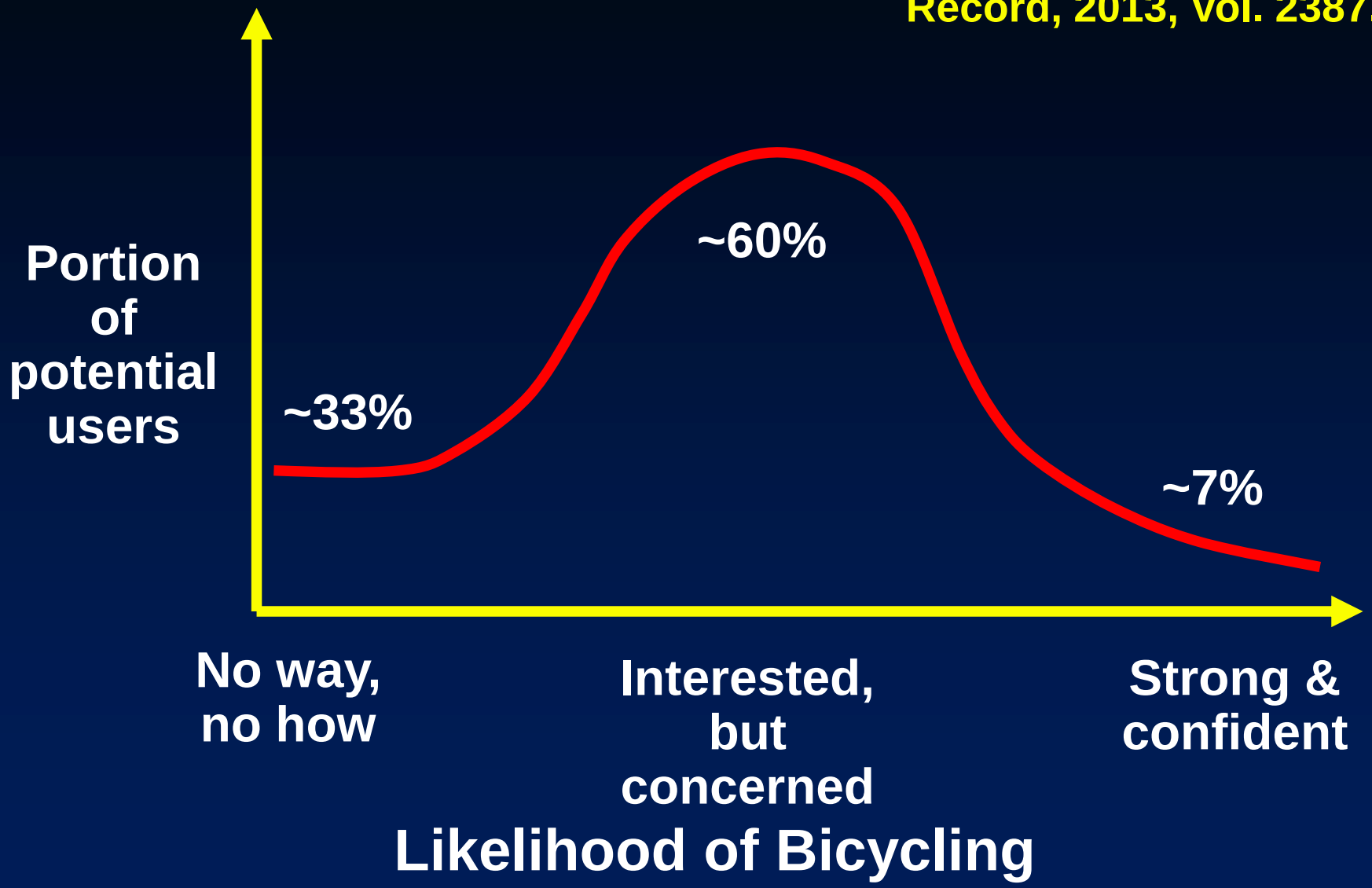
(Jacobsen P, Injury Prevention, 2003; 9:205-209.)

Potential Cyclists (conceptual)



Potential Cyclists

(Dill & McNeil, "Four Types of Cyclists?" Trans. Research Record, 2013, Vol. 2387.)



Bicycle network tools:

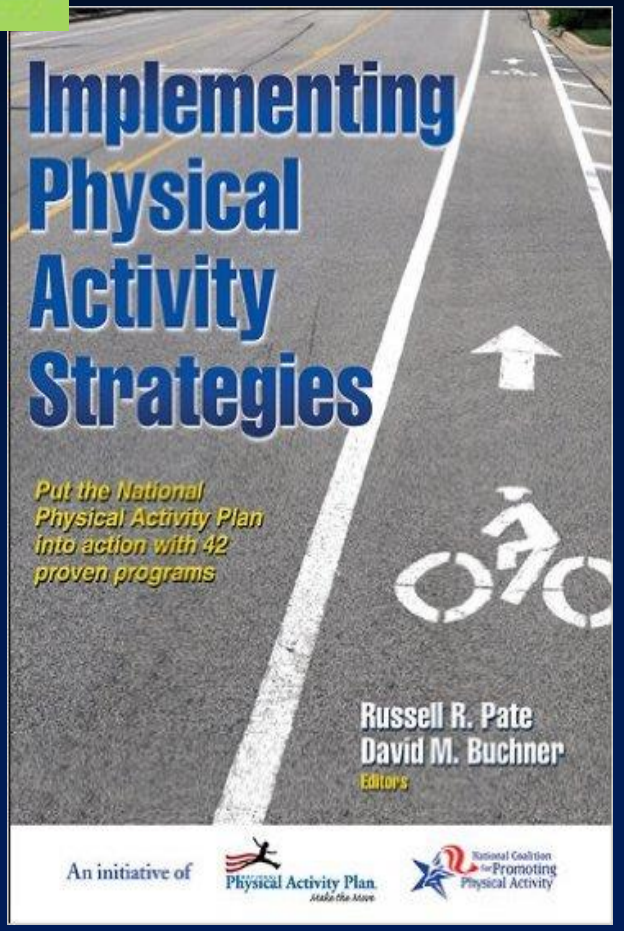
Multi-use Trail

Protected bike lane

surgeongeneral.gov/StepItUp ^

- **Walkable Communities.**
- **Livable Communities.**
- **Sustainable communities**
- **Smart Growth.**
- **TND Traditional Neighborhood Design**
- **TOD Transit Oriented Development**
- **CNU Congress for a New Urbanism**

health.gov/paguidelines >



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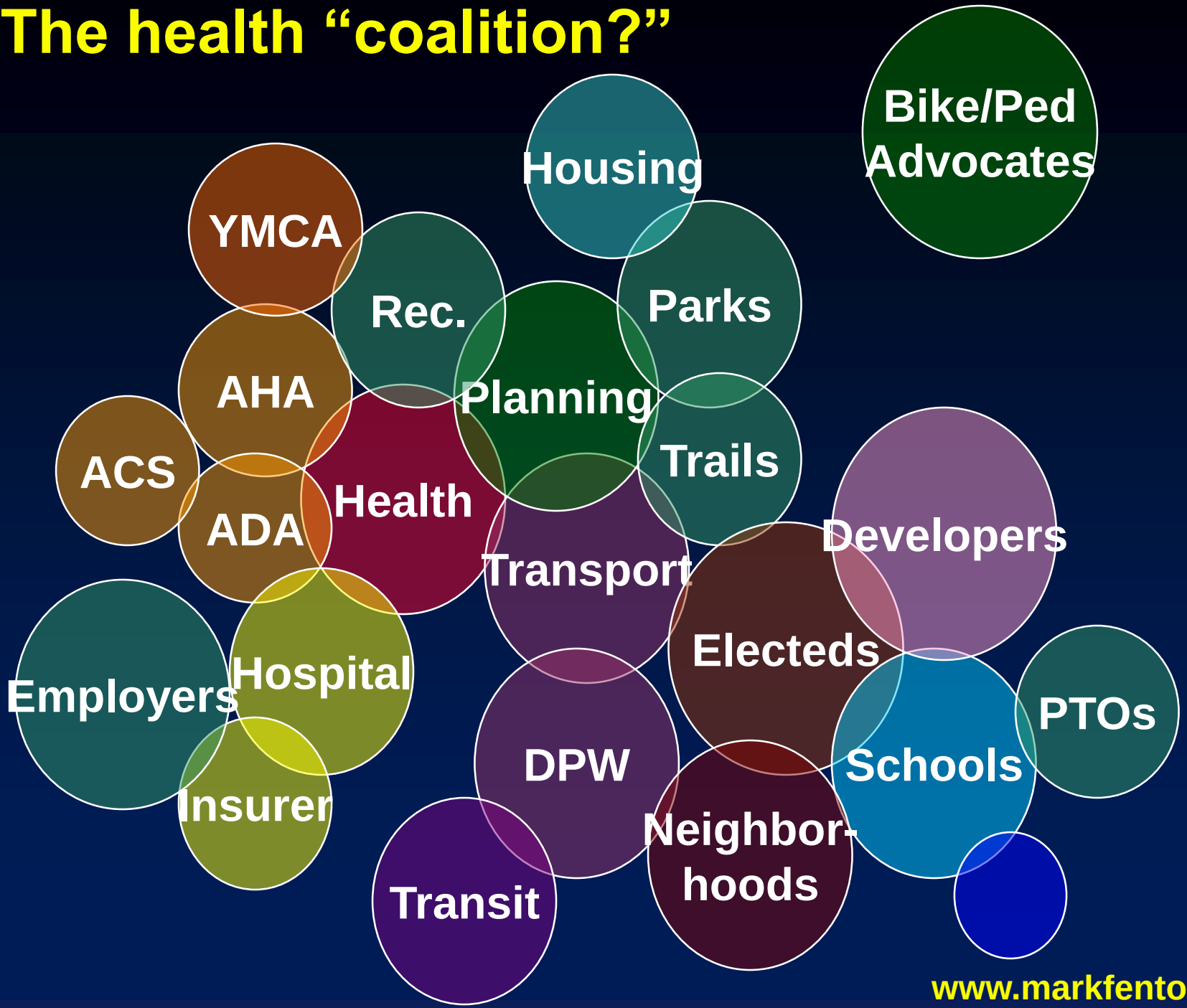
2. The health “coalition?”



The “stealth” team!

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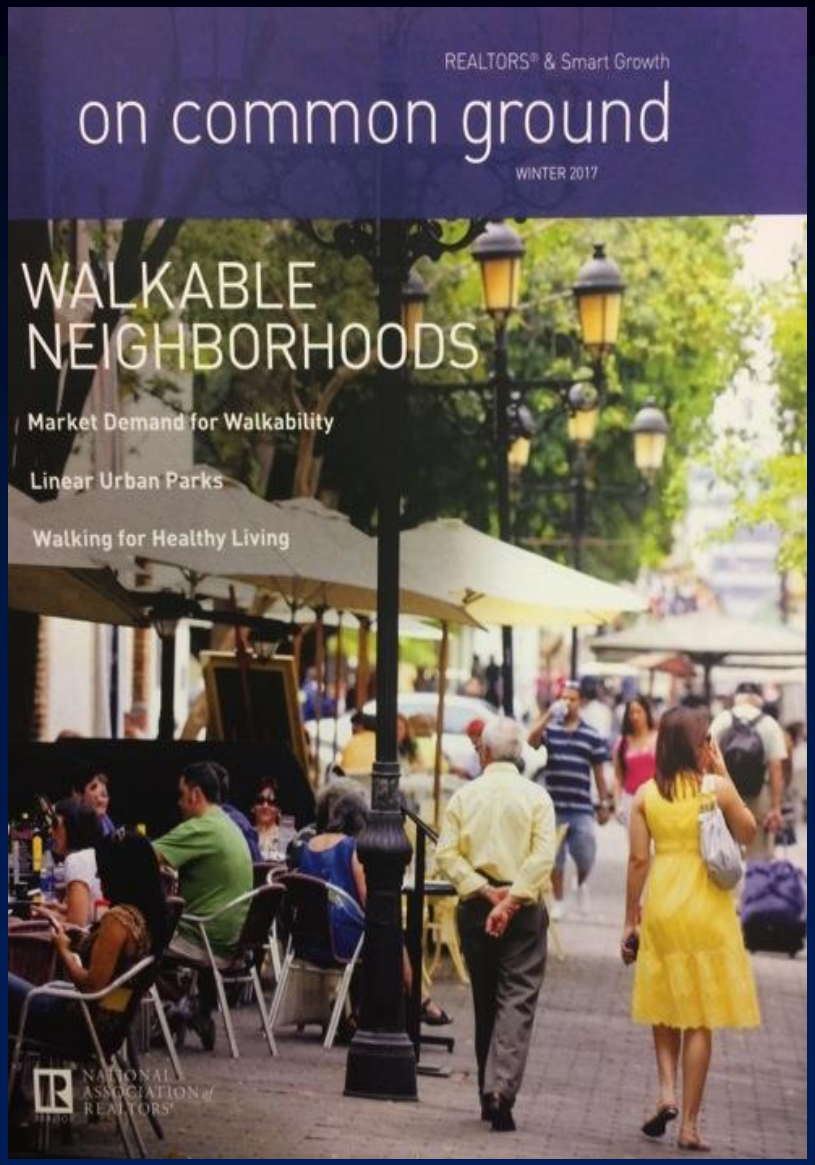
3. The economic pull of healthy designs:



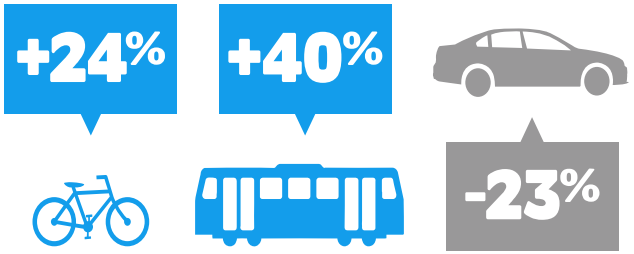
realtor.org

builderonline.com

bikewalkalliance.org

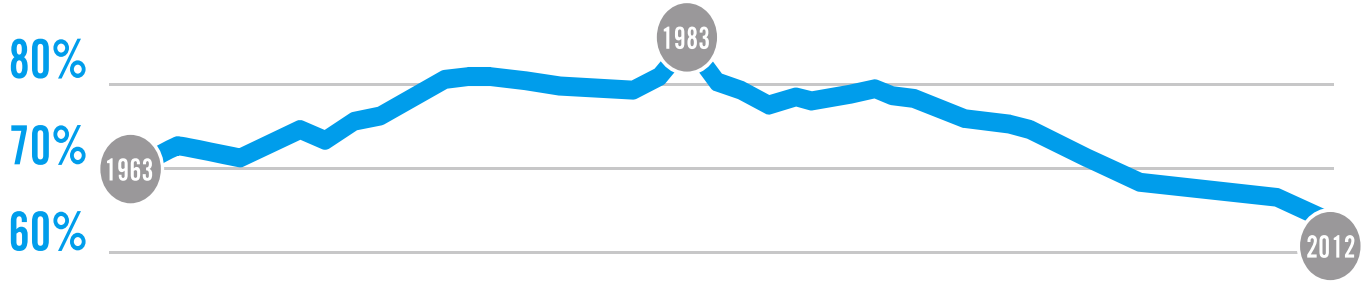
A SHIFT TO CAR-LITE LIFE

The average young person is driving less and biking and taking transit more. [4]



LICENSE TO DRIVE: A LOWER PRIORITY

The percent of people 16-24 with a driver's license peaked in 1983 and is now at its lowest rate since 1963. [5]



www.markfenton.com

The economic pull of healthy designs:

Best of both worlds: Maurice Turner and Preet Bassi wanted urban amenities with a homey feel.

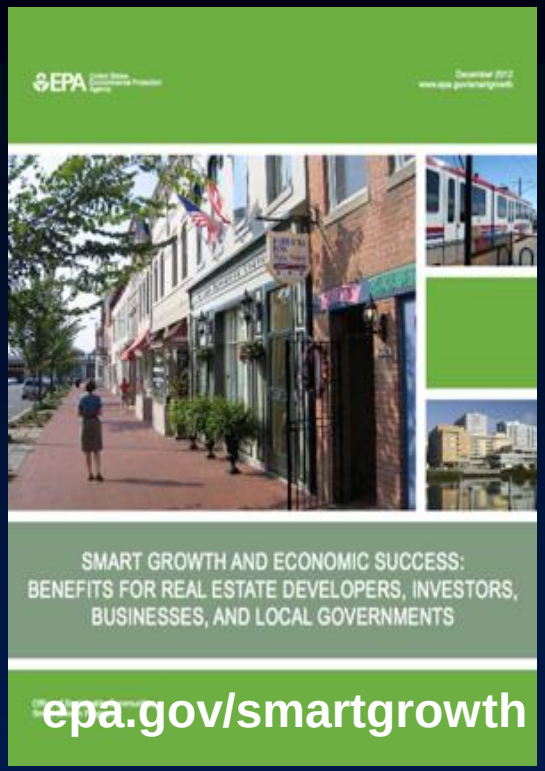
The new look – and location – of housing

Neighborhoods with suburban feel spring up in unused city sites

By Haya El Nasser
USA TODAY

Townhouses and single-family homes are sprouting on old industrial sites in the heart of

1. Market demand



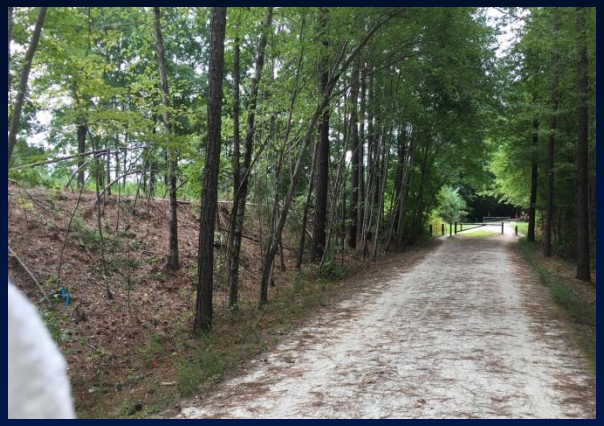
2. Market performance

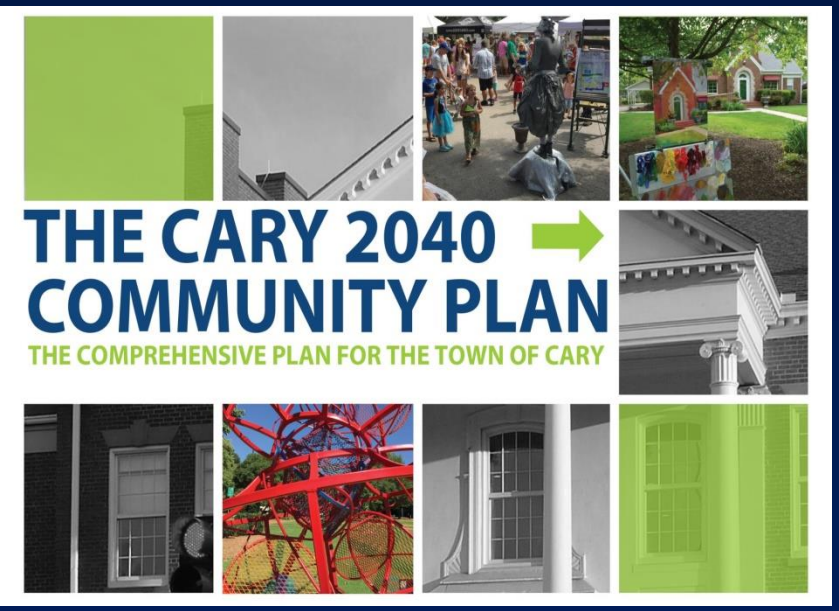
4. Quantifiable health benefits!

3. Developer interest

www.markfenton.com

On the Cary web site:





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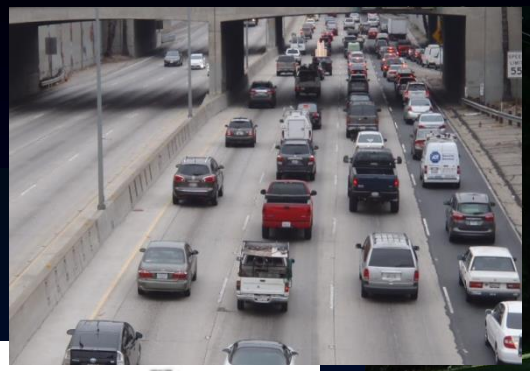
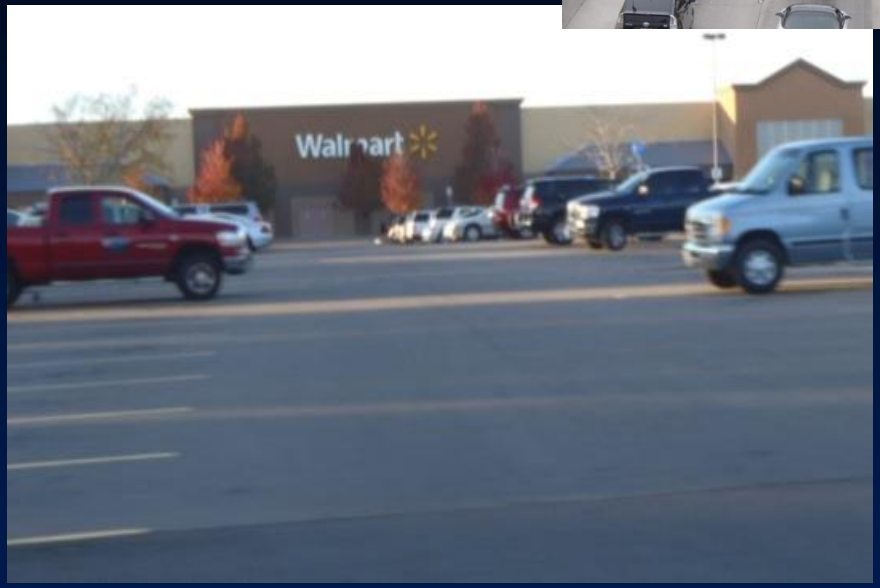
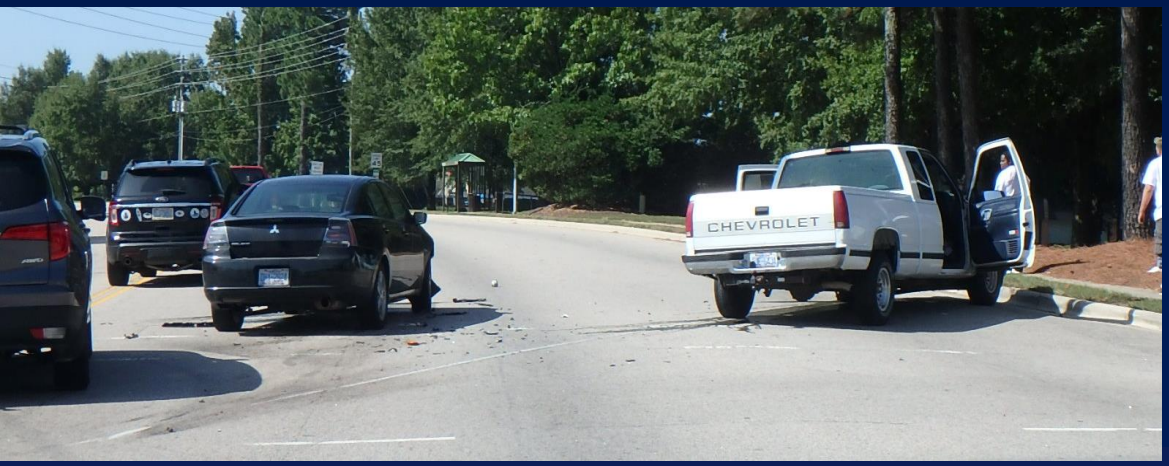
NOT on the web site:







www.markfenton.com

4. Policy goals. Complete Streets

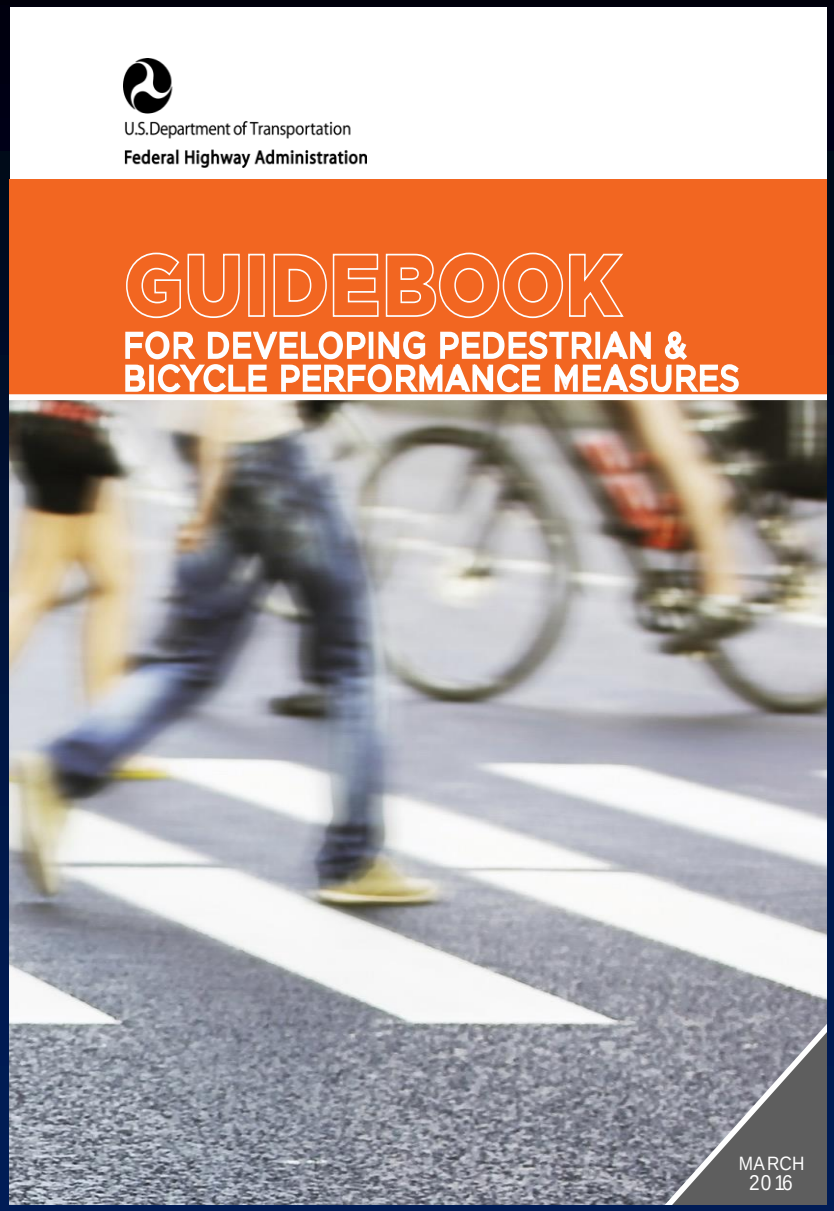
completestreets.org

New paradigm . . .

Level of Service ^
Average Daily Traffic

Performance measures:

- **Vehicle miles traveled.**
- **Mode split: % pedestrian, bike, & transit trips.**
- **Fewer collisions (Vision Zero)**



www.fhwa.gov

Over 30 potential performance measures

- **Transport:** VMT; LOS; Avg. travel time, trip length; mode split; person throughput.
- **Economic:** Access to jobs; job creation; land value; retail improvement.
- **Health & equity:** Physical activity; crashes; population served (including disabilities, socioeconomics, etc.).
- **Infrastructure, land use, connectivity . . .**

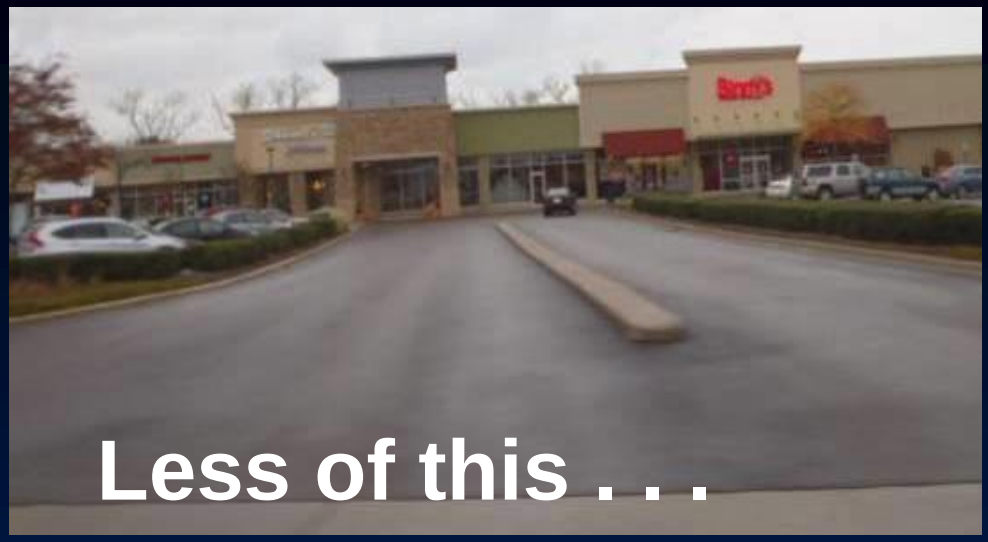
MMTA vs TIA

Require multi-modal transportation analysis (not just traffic impact) for all development.

Typical: Turn lanes, signal light, lots of parking.

- **Ped:** Building up front; Sidewalk links.
- **Bike:** Lanes, parking; employee bike share.
- **Transit:** Shelter, path, street crossing.

Planning, zoning, subdivision regulations:



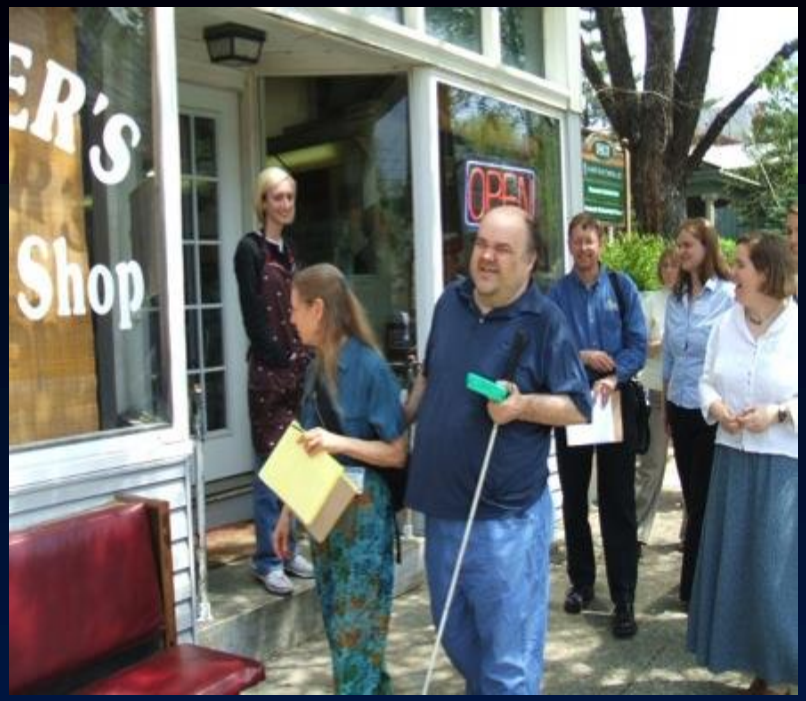
Less of this . . .

More of these!

Even national chains.

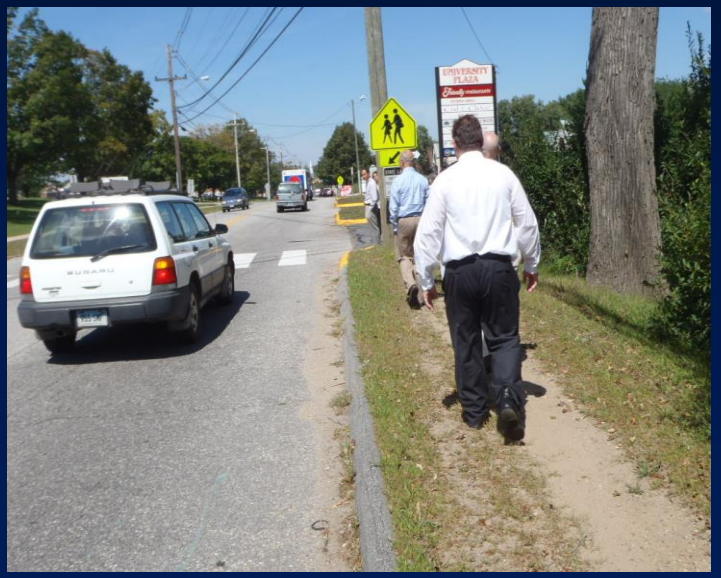
5. Active input:

- Listening, focus groups
- Surveys
- Photo-voice
- Walk audits
- Charrettes



Walk audit/workshop

- Intros, vision
- Presentation
- Walk audit
- Develop 3-P recommendations
- Set goals, priorities



6. Trials, pilots & specials events. E.g. temporary protected bike lane.

Whitefish MT

Livingston MT demo day – trial mini-circle.

Valet bike parking corral

Improve streetscapes

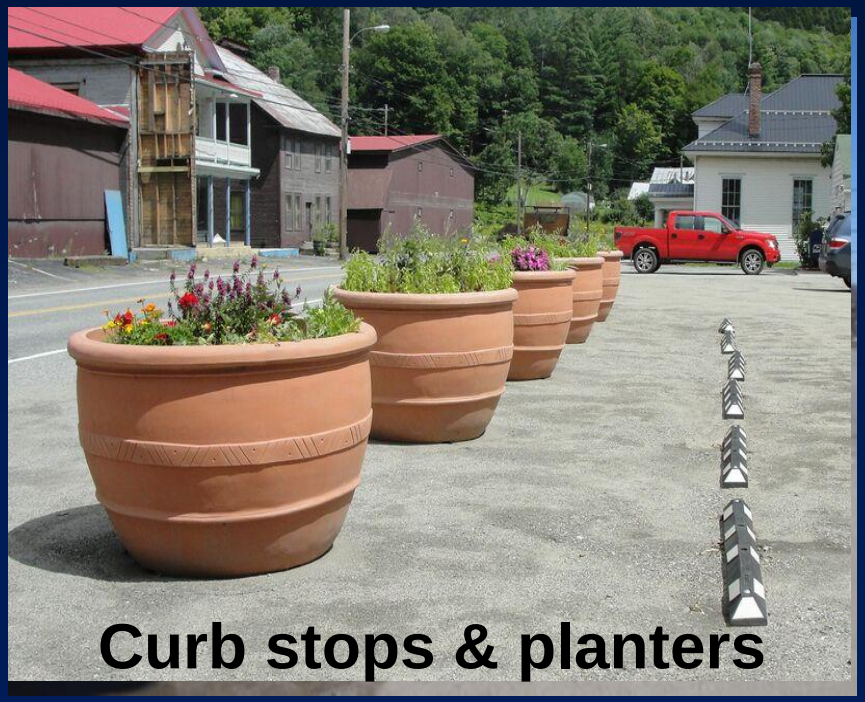
Street furnishings
(Tinley Park)

Parklet
(Montpelier)

< Trial way-finding
WalkYourCity.org

LQC - Lighter, quicker, cheaper approaches

Paint & flexible bollards



32nd
2016
Billings MT

E.g. Bike racks.

Vocational school designed & built.

South Shore Vocational School Scituate, MA

SLOW YOUR STREET

A HOW-TO GUIDE FOR POP-UP TRAFFIC CALMING

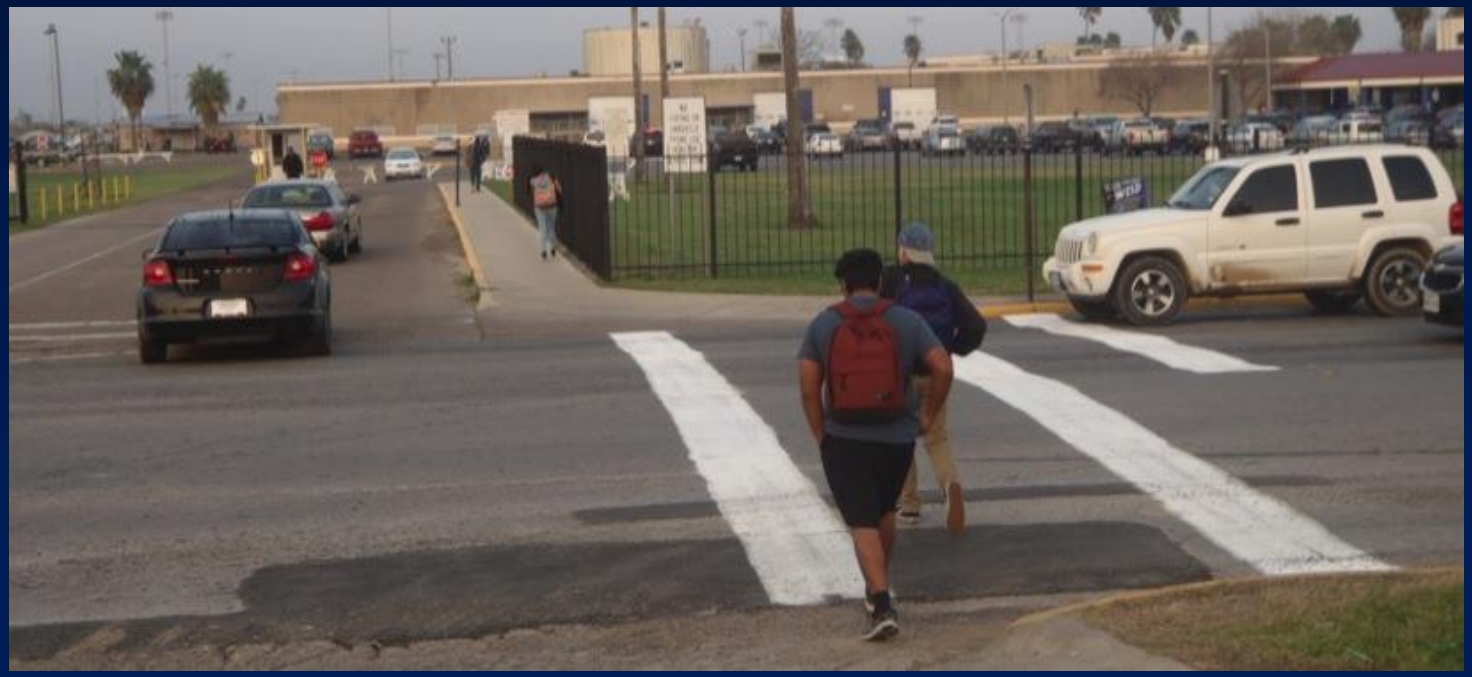
Trailnet, St. Louis MO

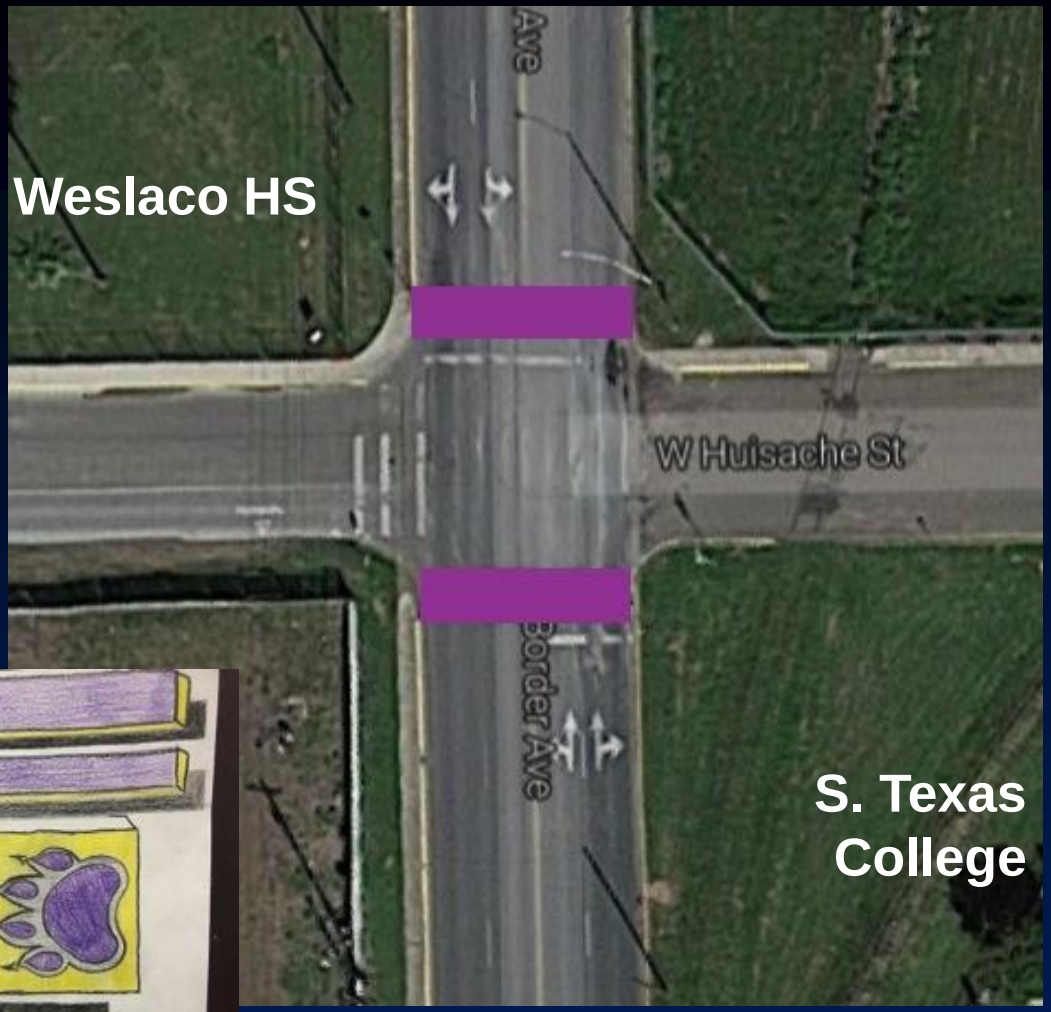
trailnet.org/work/transportation-planning/plan4health/

www.markfenton.com

Weslaco HS

Student safety initiative




Weslaco HS
Ave
W Huisache St
Border Ave
S. Texas College

STOP

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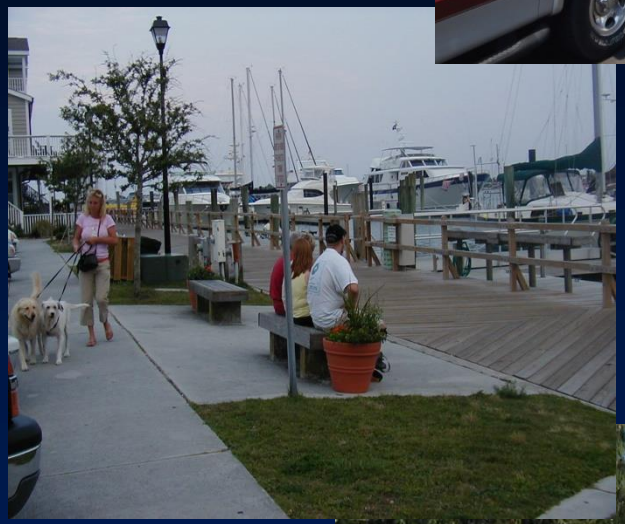
Olshansky et.al., "A Potential Decline in Life Expectancy . . ."
New Eng. J. of Med.,
March 17, 2005

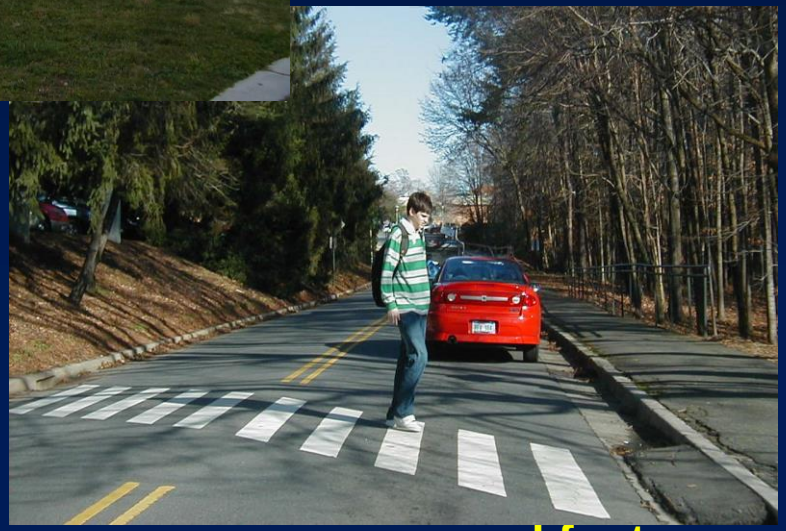
Summary . . .

- The environment matters; programs are not enough.
- Stealth team.
- Sell economics.
- Target POLICY.
- Actively engage the community.
- TRY STUFF!

W.Jefferson



Beaufort



Charlotte

Are you ready for a walk?

During the walk ask 4 questions:

1. **Land use:** Different types of destinations; live, work, shop, play, learn, pray?
2. **Network of facilities:** Quality sidewalks, bike lanes, trails; transit; connected?
3. **Site design:** Buildings at sidewalk or set back; bike parking; inviting & functional?
4. **Safety:** ADA access, crossings, traffic (too much, near, or fast); other dangers?

Three rules during the walk:

- **Be careful.** Watch for traffic, each other.
- Consider **all possible users;** all disabilities, ages, incomes, races, backgrounds . . .
- **Score the "stickiness."** 0 if no support for active transportation; 10 for very encouraging.

www.markfenton.com

Use the 3P framework for recommendations:

- **Programs:** Pop-ups, events, trials, outreach, demonstrations, education.
- **Projects:** Improve infrastructure for walk, bike, & transit.
- **Policies:** Change ordinances, practices, & procedures for active transportation.

Anaconda

Livingston

Whitefish

	Short term, low cost	Longer term, more costly
Programs		
Projects		
Policies		